

Subject: Re: WTC "January Survey" of Business & Property Owners / Stakeholders
From: Nate Kaplan <nate.kaplan@lacity.org>
Date: 02/23/2011 07:54 PM
To: Donald Duckworth <duckworth.donald@gmail.com>
CC: Miki Payne <miki@hbdrollinger.com>, jruhlen916 <JRuhlen916@aol.com>, kdial@hbdrollinger.com

Is the WTC going to pay? It's a nightmare trying to get anything done in that tunnel. I just contacted LAWA again this morning to remind them that they told me that they might be able to help fix the lighting.

-Nate

On Sun, Feb 20, 2011 at 2:49 PM, Donald Duckworth <duckworth.donald@gmail.com> wrote:

We'd be interested in your perspective of these surveys too. What's your take on them? How would you advise the WTC? Thanks, Nate.

Don't do anything yet, we're just in a consideration of possibilities stage, but we're thinking that we might like to get LAWA or CalTrans support for the WTC to pressure wash and street sweep the Sepulveda tunnel on a monthly basis. I got an estimate of about \$2,500 per cleaning. Can the Council Office support us in that effort?

----- Forwarded message -----

From: **Donald Duckworth** <duckworth.donald@gmail.com>

Date: Sun, Feb 20, 2011 at 2:30 PM

Subject: WTC "January Survey" of Business & Property Owners / Stakeholders

To: Donald Duckworth <duckworth.donald@gmail.com>

At the Annual Meeting last week we let everyone know that we were finishing-up the tabulations of the referenced survey and requested all attendees to participate if they had not already done so. I did some of the work this weekend and wanted to distribute it to the WBIA Board so that you would have lots of time to think about it before I asked us to prepare any appropriate policy responses during our March / April Board meetings. That is: "What does it all mean?" "How should the WTC add to, subtract from, or modify its palette of services in order to fully reflect this information?" Perhaps no action is warranted right now, but I think it is appropriate for us to consider the question and the survey results for September, October, and January with an eye towards their policy implications, if any.

I should note that the "January Survey" was distributed both as you received it and by hand delivery to every business in the WTC area by our new "BID Ambassador." We only loosely controlled who responded by 1). using the

established distribution list or by 2). specific verbal request when the survey was given to the business contact person. We don't normally get great response from the email business and property owners / stakeholders distribution list. Getting some good quality information that reflected the constituency was the higher priority. No surveys were given to the general public, however. With that explanation, I've attached the tabulation summary of 110 responses to the hand distributed surveys, hot out of the computer yesterday PM! I expect these results to reflect what we will find from the "Survey Monkey" responses. We will have a 3rd group of responses from those that attended the Annual Meeting.

These responses show a solid positive perception of WTC services as being "good for business." One individual associated with the tattoo business "Get Faded" voted "bad for business" in every case, which may be either a misunderstanding of the scoring methodology or reflect some other other unintended or intended motivation. The results say that WTC should address the following issues to "improve business" in the area: parking, "security" (which we are addressing as "customer service and comfort"), advertising, less homeless, clean & green, and more restaurants. Respondents seem inclined to support a "discount card," school families incentive program, and "cooperative advertising program."

We also conducted "September" and "October" Surveys. When WTC decided to put an "Ambassador" bicycle patrol on the streets, I felt that it was a good opportunity to collect some data that we had not had the resources available to collect prior to that time. Both surveys were administered to randomly selected adults evenly distributed throughout each of the WTC's quadrants; Sepulveda and La Tijera were that dividing lines. I've also attached a copies of our survey forms for both months.

In September we had 240 responses. 84.1% of the respondents said that the "area felt clean today;" 43.3% "very clean" and 40.9% "average cleanliness." 84.6% of the respondents "felt more comfortable knowing that someone (i.e. the Ambassador) was looking out for them in the parking lots." Regarding the Hometown News, 31.7% "regularly read the HTN" and 36.6% "sometimes" read it. The following activities brought the respondents to the WTC today: 43.2% shopping; 17.4% dining; 7.3% medical visit; 13.3% were there for their employment. We also identified other areas in which these respondents shopped, dined, or do business. And, we asked "what would bring" respondents to the WTC "more" (improved dining 49%, improved parking 12.7%, and improved shopping 16.2%).

In October we had 239 responses. 93% of the respondents said that "street trees & median landscaping" "makes a difference" to them. 70% said that "decorative tree lighting" "makes a difference to them." 85% said that the "presence of a bicycle Ambassador" results in their "feeling more comfortable." 67.2% have "no problem finding a parking space although 30%

"believe that parking in the area is NOT adequate."

Let me know of any questions or if you want to talk before the March 17 Board Meeting. We will be going back to our 10:30 AM start time on the 3rd Thursday of the month.

Thank you.

--

Nate Kaplan
Field Deputy
Office of Councilmember Bill Rosendahl
City of Los Angeles, 11th District
7166 W. Manchester Ave
Los Angeles, CA 90045
Phone: 310-568-8772
Fax: 310-410-3946